



WDIV

# ORDER

Print Date 09/11/12

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Flight Dates **10/16/12-10/22/12**

Contract / Revision      **258744 /**

Original Date / Revision  
09/11/12    09/11/12

Advertiser **ISS/Michigan Democratic St**

Agency    **Three Point Media**

Buying Contact

**1322 G Street, SE  
Washington, DC 20003**

Product  
**MDSCC-SC**

Agency Com    %

Billing Contact

**1322 G Street, SE  
Washington, DC 20003**

Sales Office    PHI

Sales Region   NAT

Agency Ref

Order Sep      00:15:00

Estimate #      **1603**

Alt Order #     **06310057**

Billing Type    Trade

Order Type     GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      AGY      POL      ISSUE

Product Codes PA-Democrat

Priority          P-2

Advertiser Ref

Primary Account Executive  
Nick Welte

Account Executive	Order%	Start Date	End Date
Nick Welte	100%		

Order Share 100%    Market Value 103750

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	80	\$103,750.00	\$103,750.00	0.00	10/01/12	10/22/12	80	\$103,750.00	\$103,750.00
<b>Totals</b>	<b>80</b>	<b>\$103,750.00</b>	<b>\$103,750.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WDIV	10/19/12	10/19/12	Ellen 10-11a M-F 10-11AM Ellen	CM	10-11A Ellen	----1--	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	----1--		1		\$950.00		0.00					
2	WDIV	10/19/12	10/19/12	Late Night w/J Fallon Late Night 1237-137A	CM	1237A-137A	----1--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	----1--		1		\$500.00		0.00					
3	WDIV	10/19/12	10/19/12	Noon News 12-1230p MFM Noon News 12-1230p	CM	12N-1230P	----1--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	----1--		1		\$1,200.00		0.00					
4	WDIV	10/19/12	10/19/12	Ricki Lake 3-4p Ricki Lake	CM	3-4p	----1--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	----1--		1		\$600.00		0.00					
5	WDIV	10/19/12	10/19/12		CM	NBC Early	----1--	:30	1	\$90.00	P-2	0.00	NM	1	\$90.00



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Contract / Revision **258744** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:15:00

Advertiser **ISS/Michigan Democratic S** Product **MDSCC-SC**

Estimate # **1603**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				4am NBC Early Today NBC Early											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--		1				\$90.00		0.00			
6	WDIV	10/19/12	10/19/12	M-F Local News @ 4pmCM M-F Local News @ 4pm		4p-430pm	----1--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--		1				\$1,200.00		0.00			
7	WDIV	10/19/12	10/19/12	4:30am Local News M-FM 4:30am Local News		4:30-5am M-F	----1--	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--		1				\$175.00		0.00			
8	WDIV	10/19/12	10/19/12	M-F 430-5P Inside EditionCM Inside Edition M-F 430-5p		430p-5p	----1--	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--		1				\$1,100.00		0.00			
E 9	WDIV	10/19/12	10/19/12	5-6pm Local 4 News M-FM M-F Local 4 News 5-6pm		5P-530P (5:00 PM-5:30 PM)	----1--	:30	1	\$2,100.00	P-2	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--		1				\$2,100.00		0.00			
E 10	WDIV	10/19/12	10/19/12	5-6am Local News M-F CM Local 4 News Today 5-6A		530-6a (5:30 AM-6:00 AM)	----1--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--		1				\$650.00		0.00			
11	WDIV	10/19/12	10/19/12	6-630pm Local 4 News M-FM M-F Local 4 News 6-630p		6P-630P	----1--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--		1				\$3,000.00		0.00			
12	WDIV	10/19/12	10/19/12	M-F Access 7-730P WheelCM M-F Wheel of Fortune		7P-730P	----1--	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--		1				\$3,200.00		0.00			
E 13	WDIV	10/19/12	10/19/12	Friday 830-9p Community		830-9PM	----1--	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--		1				\$5,000.00		0.00			
14	WDIV	10/19/12	10/19/12	Today Show 9-10a M-F CM Today Show 9-10A		9A-10A	----1--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--		1				\$800.00		0.00			
15	WDIV	10/22/12	10/22/12	Ellen 10-11a M-F 10-11AM Ellen		10-11A Ellen	1-----	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1				\$950.00		0.00			
16	WDIV	10/22/12	10/22/12	Tonight Show w/Leno CM Tonight Show 1135P-123'		1135P-1237A	1-----	:30	1	\$1,650.00	P-2	0.00	NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1				\$1,650.00		0.00			
17	WDIV	10/22/12	10/22/12	Late Night w/J Fallon CM Late Night 1237-137A		1237A-137A	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1				\$500.00		0.00			



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Contract / Revision **258744** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:15:00

Advertiser **ISS/Michigan Democratic S** Product **MDSCC-SC**

Estimate # **1603**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
17	WDIV	10/22/12	10/22/12	Late Night w/J Fallon Late Night 1237-137A	CM	1237A-137A	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1				\$500.00		0.00			
18	WDIV	10/22/12	10/22/12	Ricki Lake 3-4p Ricki Lake	CM	3-4p	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1				\$600.00		0.00			
19	WDIV	10/22/12	10/22/12	4am NBC Early Today NBC Early	CM	NBC Early	1-----	:30	1	\$90.00	P-2	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1				\$90.00		0.00			
20	WDIV	10/22/12	10/22/12	M-F Local News @ 4pm M-F Local News @ 4pm	CM	4p-430pm	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1				\$1,200.00		0.00			
21	WDIV	10/22/12	10/22/12	4:30am Local News M-FCM 4:30am Local News	CM	4:30-5am M-F	1-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1				\$175.00		0.00			
22	WDIV	10/22/12	10/22/12	M-F 430-5P Inside Edition Inside Edition M-F 430-5p	CM	430p-5p	1-----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1				\$1,100.00		0.00			
E 23	WDIV	10/22/12	10/22/12	5-6am Local News M-F Local 4 News Today 5-6A	CM	530-6a (5:30 AM-6:00 AM)	1-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1				\$650.00		0.00			
E 24	WDIV	10/22/12	10/22/12	5-6pm Local 4 News M-F M-F Local 4 News 5-6pm	CM	530P-6P (5:30 PM-6:00 PM)	1-----	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1				\$2,250.00		0.00			
25	WDIV	10/22/12	10/22/12	6-630pm Local 4 News M-F Local 4 News 6-630p	CM	6P-630P	1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1				\$3,000.00		0.00			
26	WDIV	10/22/12	10/22/12	Jeopardy 730-8p M-F M-F Jeopardy	CM	730P-8P	1-----	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1				\$3,200.00		0.00			
27	WDIV	10/22/12	10/22/12	Today Show 9-10a M-F Today Show 9-10A	CM	9A-10A	1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1				\$800.00		0.00			
28	WDIV	10/20/12	10/20/12	Saturday 1130P-1A SNL Saturday Night Live	CM	1130P-102A	-----1-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-		1				\$2,000.00		0.00			
E 29	WDIV	10/20/12	10/20/12	Sat 7-730pm Local News Sat 7-730pm Local News	CM	7p-730p	-----1-	:30	1	\$1,450.00	P-2	0.00	NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WDIV

Print Date: 09/11/12

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Contract / Revision **258744** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:15:00

Advertiser **ISS/Michigan Democratic S** Product **MDSCC-SC**

Estimate # **1603**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 29	WDIV	10/20/12	10/20/12	Sat 7-730pm Local News Sat 7-730pm Local News	CM	7p-730p	-----1-	:30	1	\$1,450.00	P-2	0.00	NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1-					1	\$1,450.00		0.00			
E 30	WDIV	10/20/12	10/20/12	Sat 6-8am Loc News Sat 6-8am/Local 4 News	CM	6-7am (6:00 AM-7:00 AM)	-----1-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1-					1	\$600.00		0.00			
E 31	WDIV	10/20/12	10/20/12	Sat 6-8am Loc News Sat 6-8am/Local 4 News	CM	7-8am (7:00 AM-8:00 AM)	-----1-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1-					1	\$800.00		0.00			
E 32	WDIV	10/20/12	10/20/12	Sat Today 8-10am Sat 8-10am Today	CM	Sat 8-9am Today (8:00 AM-9:00 AM)	-----1-	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1-					1	\$1,350.00		0.00			
E 33	WDIV	10/20/12	10/20/12	Sat Today 8-10am Sat 8-10am Today	CM	Sat 9-10am Today (9:00 AM-10:00 AM)	-----1-	:30	1	\$1,450.00	P-2	0.00	NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1-					1	\$1,450.00		0.00			
34	WDIV	10/21/12	10/21/12	Sun 6-630pm Local News Sun 6pm	CM	Sun 6pm	-----1	:30	1	\$1,550.00	P-2	0.00	NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1					1	\$1,550.00		0.00			
E 35	WDIV	10/21/12	10/21/12	Sun 6-730am Loc News Sun News 6-730am	CM	Sun 6-7am (6:00 AM-7:00 AM)	-----1	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1					1	\$600.00		0.00			
E 36	WDIV	10/21/12	10/21/12	Sun 6-730am Loc News Sun News 6-730am	CM	Sun 7-7:30am (7:00 AM-7:30 AM)	-----1	:30	1	\$725.00	P-2	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1					1	\$725.00		0.00			
37	WDIV	10/21/12	10/21/12	Sun 8-9am Loc News Sun Local News 8-9am	CM	Sun 8-9am	-----1	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1					1	\$900.00		0.00			
38	WDIV	10/18/12	10/18/12	Ellen 10-11a M-F 10-11AM Ellen	CM	10-11A Ellen	---1---	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---1---					1	\$950.00		0.00			
39	WDIV	10/18/12	10/18/12	Tonight Show w/Leno Tonight Show 1135P-123'	CM	1135P-1237A	---1---	:30	1	\$1,650.00	P-2	0.00	NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---1---					1	\$1,650.00		0.00			
40	WDIV	10/18/12	10/18/12	Late Night w/J Fallon Late Night 1237-137A	CM	1237A-137A	---1---	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---1---					1	\$500.00		0.00			
41	WDIV	10/18/12	10/18/12	Noon News 12-1230p Noon News 12-1230p	CM	12N-1230P	---1---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---1---					1	\$1,200.00		0.00			



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Contract / Revision **258744** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

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Advertiser **ISS/Michigan Democratic S** Product **MDSCC-SC**

Estimate # **1603**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
41	WDIV	10/18/12	10/18/12	Noon News 12-1230p M-F Noon News 12-1230p	M-F	12N-1230P	--- 1---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--- 1---		1				\$1,200.00		0.00			
42	WDIV	10/18/12	10/18/12	Ricki Lake 3-4p Ricki Lake	CM	3-4p	--- 1---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--- 1---		1				\$600.00		0.00			
43	WDIV	10/18/12	10/18/12	4am NBC Early Today NBC Early	CM	NBC Early	--- 1---	:30	1	\$90.00	P-2	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--- 1---		1				\$90.00		0.00			
44	WDIV	10/18/12	10/18/12	M-F Local News @ 4pm M-F Local News @ 4pm	CM	4p-430pm	--- 1---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--- 1---		1				\$1,200.00		0.00			
45	WDIV	10/18/12	10/18/12	4:30am Local News M-F 4:30am Local News	CM	4:30-5am M-F	--- 1---	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--- 1---		1				\$175.00		0.00			
46	WDIV	10/18/12	10/18/12	M-F 430-5P Inside Edition Inside Edition M-F 430-5p	CM	430p-5p	--- 1---	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--- 1---		1				\$1,100.00		0.00			
E 47	WDIV	10/18/12	10/18/12	5-6am Local News M-F Local 4 News Today 5-6A	CM	530-6a (5:30 AM-6:00 AM)	--- 1---	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--- 1---		1				\$650.00		0.00			
E 48	WDIV	10/18/12	10/18/12	5-6pm Local 4 News M-F M-F Local 4 News 5-6pm	CM	530P-6P (5:30 PM-6:00 PM)	--- 1---	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--- 1---		1				\$2,250.00		0.00			
49	WDIV	10/18/12	10/18/12	6-630pm Local 4 News M-F M-F Local 4 News 6-630p	CM	6P-630P	--- 1---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--- 1---		1				\$3,000.00		0.00			
50	WDIV	10/18/12	10/18/12	M-F Access 7-730P Wheel M-F Wheel of Fortune	CM	7P-730P	--- 1---	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--- 1---		1				\$3,200.00		0.00			
51	WDIV	10/18/12	10/18/12	Jeopardy 730-8p M-F M-F Jeopardy	CM	730P-8P	--- 1---	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--- 1---		1				\$3,200.00		0.00			
52	WDIV	10/18/12	10/18/12	Today Show 9-10a M-F Today Show 9-10A	CM	9A-10A	--- 1---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--- 1---		1				\$800.00		0.00			
53	WDIV	10/16/12	10/16/12	Ellen 10-11a M-F 10-11AM Ellen	CM	10-11A Ellen	- 1-----	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--- 1---		1				\$950.00		0.00			



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Contract / Revision **258744** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

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Advertiser **ISS/Michigan Democratic S** Product **MDSCC-SC**

Estimate # **1603**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
53	WDIV	10/16/12	10/16/12	Ellen 10-11a M-F 10-11AM Ellen	CM	10-11A Ellen	- 1-----	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1-----					1	\$950.00		0.00			
54	WDIV	10/16/12	10/16/12	Tonight Show w/Leno Tonight Show 1135P-123'	CM	1135P-1237A	- 1-----	:30	1	\$1,650.00	P-2	0.00	NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1-----					1	\$1,650.00		0.00			
55	WDIV	10/16/12	10/16/12	Late Night w/J Fallon Late Night 1237-137A	CM	1237A-137A	- 1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1-----					1	\$500.00		0.00			
56	WDIV	10/16/12	10/16/12	Noon News 12-1230p M-F Noon News 12-1230p	CM	12N-1230P	- 1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1-----					1	\$1,200.00		0.00			
57	WDIV	10/16/12	10/16/12	Ricki Lake 3-4p Ricki Lake	CM	3-4p	- 1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1-----					1	\$600.00		0.00			
58	WDIV	10/16/12	10/16/12	4am NBC Early Today NBC Early	CM	NBC Early	- 1-----	:30	1	\$90.00	P-2	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1-----					1	\$90.00		0.00			
59	WDIV	10/16/12	10/16/12	M-F Local News @ 4pm M-F Local News @ 4pm	CM	4p-430pm	- 1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1-----					1	\$1,200.00		0.00			
60	WDIV	10/16/12	10/16/12	4:30am Local News M-F 4:30am Local News	CM	4:30-5am M-F	- 1-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1-----					1	\$175.00		0.00			
61	WDIV	10/16/12	10/16/12	M-F 430-5P Inside Edition Inside Edition M-F 430-5p	CM	430p-5p	- 1-----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1-----					1	\$1,100.00		0.00			
E 62	WDIV	10/16/12	10/16/12	5-6pm Local 4 News M-F M-F Local 4 News 5-6pm	CM	5P-530P (5:00 PM-5:30 PM)	- 1-----	:30	1	\$2,100.00	P-2	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1-----					1	\$2,100.00		0.00			
E 63	WDIV	10/16/12	10/16/12	5-6am Local News M-F Local 4 News Today 5-6A	CM	530-6a (5:30 AM-6:00 AM)	- 1-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1-----					1	\$650.00		0.00			
E 64	WDIV	10/16/12	10/16/12	5-6pm Local 4 News M-F M-F Local 4 News 5-6pm	CM	530P-6P (5:30 PM-6:00 PM)	- 1-----	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1-----					1	\$2,250.00		0.00			
65	WDIV	10/16/12	10/16/12	6-630pm Local 4 News M-F M-F Local 4 News 6-630p	CM	6P-630P	- 1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1-----					1	\$3,000.00		0.00			



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Hiatus Dates

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Advertiser **ISS/Michigan Democratic S** Product **MDSCC-SC**

Estimate # **1603**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
65	WDIV	10/16/12	10/16/12	6-630pm Local 4 News M-F M-F Local 4 News 6-630p	CM	6P-630P	- 1 - - - - -	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- 1 - - - - -					1	\$3,000.00		0.00			
66	WDIV	10/16/12	10/16/12	Jeopardy 730-8p M-F M-F Jeopardy	CM	730P-8P	- 1 - - - - -	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- 1 - - - - -					1	\$3,200.00		0.00			
67	WDIV	10/16/12	10/16/12	Today Show 9-10a M-F Today Show 9-10A	CM	9A-10A	- 1 - - - - -	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- 1 - - - - -					1	\$800.00		0.00			
68	WDIV	10/17/12	10/17/12	Ellen 10-11a M-F 10-11AM Ellen	CM	10-11A Ellen	- - 1 - - - -	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- - 1 - - - -					1	\$950.00		0.00			
69	WDIV	10/17/12	10/17/12	Late Night w/J Fallon Late Night 1237-137A	CM	1237A-137A	- - 1 - - - -	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- - 1 - - - -					1	\$500.00		0.00			
70	WDIV	10/17/12	10/17/12	Noon News 12-1230p M-F Noon News 12-1230p	CM	12N-1230P	- - 1 - - - -	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- - 1 - - - -					1	\$1,200.00		0.00			
71	WDIV	10/17/12	10/17/12	Ricki Lake 3-4p Ricki Lake	CM	3-4p	- - 1 - - - -	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- - 1 - - - -					1	\$600.00		0.00			
72	WDIV	10/17/12	10/17/12	4am NBC Early Today NBC Early	CM	NBC Early	- - 1 - - - -	:30	1	\$90.00	P-2	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- - 1 - - - -					1	\$90.00		0.00			
73	WDIV	10/17/12	10/17/12	M-F Local News @ 4pm M-F Local News @ 4pm	CM	4p-430pm	- - 1 - - - -	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- - 1 - - - -					1	\$1,200.00		0.00			
74	WDIV	10/17/12	10/17/12	4:30am Local News M-F 4:30am Local News	CM	4:30-5am M-F	- - 1 - - - -	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- - 1 - - - -					1	\$175.00		0.00			
75	WDIV	10/17/12	10/17/12	M-F 430-5P Inside Edition Inside Edition M-F 430-5p	CM	430p-5p	- - 1 - - - -	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- - 1 - - - -					1	\$1,100.00		0.00			
E 76	WDIV	10/17/12	10/17/12	5-6pm Local 4 News M-F M-F Local 4 News 5-6pm (5:00 PM-5:30 PM)	CM	5P-530P	- - 1 - - - -	:30	1	\$2,100.00	P-2	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- - 1 - - - -					1	\$2,100.00		0.00			
E 77	WDIV	10/17/12	10/17/12	5-6am Local News M-F Local 4 News Today 5-6A (5:30 AM-6:00 AM)	CM	530-6a	- - 1 - - - -	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			





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Advertiser **ISS/Michigan Democratic S** Product **MDSCC-SC**

Estimate # **1603**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 77	WDIV	10/17/12	10/17/12	5-6am Local News M-F Local 4 News Today 5-6A	CM	530-6a (5:30 AM-6:00 AM)	-- 1----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	-- 1----	1		\$650.00	0.00							
78	WDIV	10/17/12	10/17/12	6-630pm Local 4 News M-F M-F Local 4 News 6-630p	CM	6P-630P	-- 1----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	-- 1----	1		\$3,000.00	0.00							
79	WDIV	10/17/12	10/17/12	Jeopardy 730-8p M-F M-F Jeopardy	CM	730P-8P	-- 1----	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	-- 1----	1		\$3,200.00	0.00							
80	WDIV	10/17/12	10/17/12	Today Show 9-10a M-F Today Show 9-10A	CM	9A-10A	-- 1----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	-- 1----	1		\$800.00	0.00							
Totals														80	\$103,750.00